REMARKS

Claims 1-3, 9-11, and 17-19 are pending in this application. All have been rejected under 35 U.S.C. §102(e) in view of U.S. Publication 2005/0071234 to Schon. Applicant asks the Office to reconsider this application and allow all of the pending claims.

Schon does not show nor does he even suggest a system in which, "during" a customer's "*online* shopping session" (emphasis added), the list of items selected by the customer for purchase is analyzed so that, "before the online shopping session has ended," a message can be delivered "to the customer . . . to identify at least one alternative item that the customer might want to buy," as claimed. Schon (in ¶¶ [0082]-[0097]) describes a system that allows a user to preprogram a shopping list into a portable device (such as a cell phone or PDA) and then transfer the shopping list from the portable device to a "smart" shopping cart in a retail-shopping establishment. The shopping cart uses the list as the customer shops to monitor the items in the cart and show the customer at any given moment how the list of items in the cart deviates from the shopping list.

In one of Schon's embodiments (¶¶ [0084]-[0085]), Schon explains that the customer can prepare the shopping list online by accessing a website maintained by the retail establishment and selecting the desired items from a list of items carried by the establishment. Nowhere, however, does Schon suggest that, *during this online session*, the list of items selected by the user might be delivered to an analytical program so that the program can identify "at least one alternative item that the customer might want to buy" and that then, "before the online shopping session has ended," a "message" might be delivered "to the customer" to provide "information about the alternative item."

While Schon does state in ¶[0095] that the shopping cart could suggest an alternative brand for an item that the customer places in the cart, this suggestion of alternatives happens *at the shopping cart* in the retail store and does not happen *during the customer's online session*. What's more, there is nothing in Schon to suggest that this recommendation of alternative items is provided by "an analytical program" that receives information about multiple "items that the customer has selected for purchase." Instead, this recommendation of alternatives in Schon's system seems to be a one-to-one
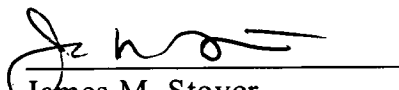
5

mapping of similar items – *i.e.*, "suggest an item from Provider A when the customer selects an equivalent item from Provider B" – and does not suggest a review of the "list of the items the customer has selected for purchase" by an analytical program, as claimed.

The result is that all of the claims are patentable over Schon. Applicant asks the Office to allow all of the claims.

CONCLUSION

Applicant has amended the claims and made an election in reply to the restriction requirement. Please apply any charges that might be due, excepting the issue fee but including the fee for any extension of time, to deposit account 14-0225.

Respectfully,

James M. Stover
Reg. No. 32,759

NCR Corporation
1700 South Patterson Blvd.
Dayton, Ohio 45479-0001

Tel. No. (937) 445-7663
Fax No. (937) 445-6794